

UTILITY APPLICATION TRANSMITTAL LETTER (Small Entity)

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Serial Number: UNASSIGNED	Art Unit: UNASSIGNED
Filing Date: July 31, 2001	Examiner: UNASSIGNED
Title: Computerized System and Method for Increasing the Effectiveness of Advertising	
TO THE ASSISTANT COMMISSIONER FOR PATENTS	
Transmitted herewith is a U.S. Utility Patent Application comprising: 44 pages of Specification (including 1 Page Abstract, 25 Claims) 23 Sheets of Drawings <input checked="" type="checkbox"/> Other (Microfiche Appendix – 42 Fiche) <input checked="" type="checkbox"/> This application claims the benefit of U.S. Provisional Patent Application No. 60/221, 776, filed July 31, 2000. <input checked="" type="checkbox"/> Applicant Claims the benefit of Small Entity Status	
<input type="checkbox"/> Fees accompany application in the following amount and description <input checked="" type="checkbox"/> No fees accompany this application. <input type="checkbox"/> The Commissioner is hereby authorized to charge any additional fees associated with this communication under 37 C.F.R. § 1.16 and 1.17, or credit any overpayment to Deposit Account No. 50-0653. <input type="checkbox"/> The Commissioner is hereby authorized to charge Patent filing fees and processing fees to Deposit Account No. 50-0653	

Respectfully submitted,

Date: _____

Date: **July 31, 2001**

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Docket No.: 50442.UT

**COMPUTERIZED SYSTEM AND METHOD FOR INCREASING THE
EFFECTIVENESS OF ADVERTISING**

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